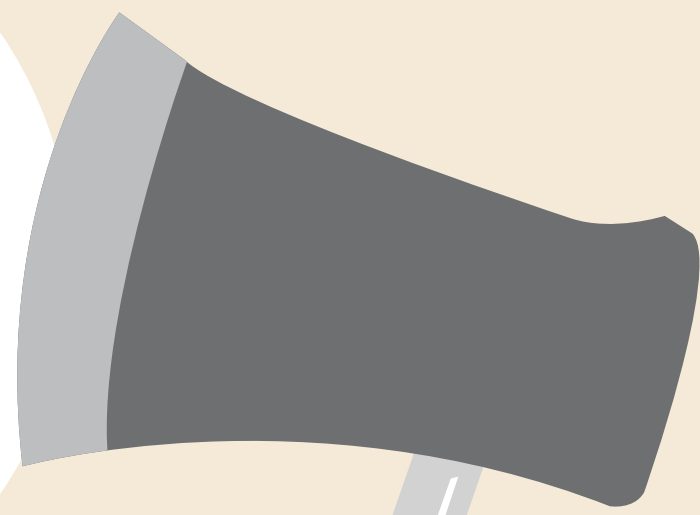


TOP REASONS FOR DATA PROTECTION

1 Protecting Intellectual Capital

The best data protection strategy is a defensive one. Enemies will try to steal what's yours, but remember to always be one step ahead – and well-armed.



2 Future Planning & Analysis

To know where you're going, you need to know where you've been. Properly protecting your data gives you access to the information you need to anticipate future growth.



3

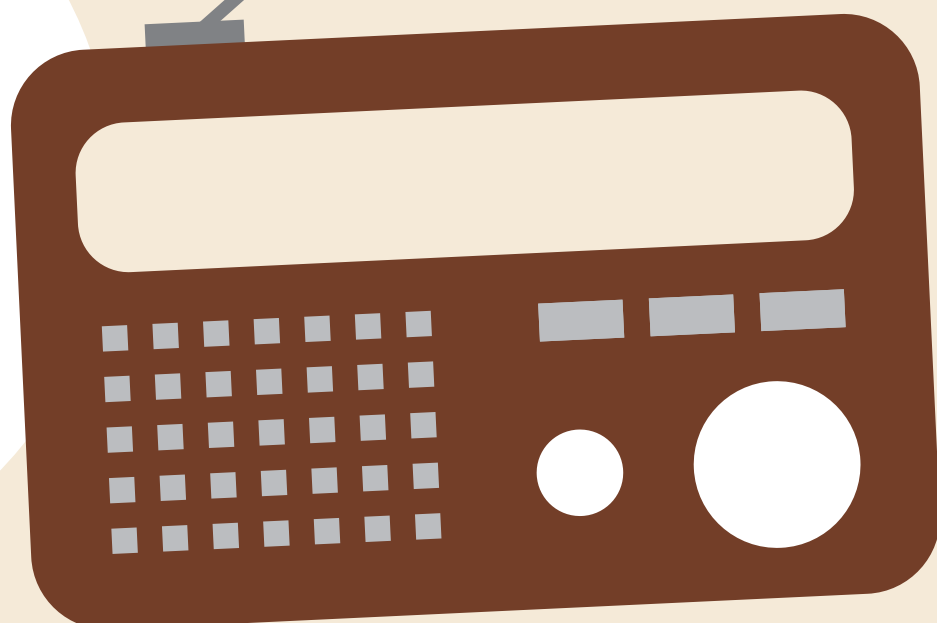
Disaster Recovery Preparedness

Always be prepared when the lights go out. Have a backup plan for accessing your data – in other words, make data protection a priority so you and your business are safe when disaster hits.



4 Security Compliance & Audits

Don't be afraid to ask for help. Interact with the right people to ensure your data stays protected and complies with industry regulations.



5 Minimizing & Mitigating Loss Risk

Much like a tent keeps supplies safe from the elements, the right data protection strategy keeps your data sheltered from loss and other risks that lurk online.

6 Data Integrity & Privacy

Water is our life source in the desert. In a similar vein, keeping information fully intact and secure is necessary to survive in this data-driven world of business.



7 Efficiency In Managing Data

True data protection solutions give insight into using a variety of tools to manage your data. Because it's not just the proverbial scissors, bottle opener, and sharp edge that are necessary. It's knowing how to use a combination of all three – and doing so efficiently.